

Obama/D/President

Missed Spots

Friday	10/05/12	Young & the Restless	P-2	12:30 PM-1:30 PM	:30	\$650.00	09795155	51595
Friday	10/05/12	Blue Bloods	P-2	10:00 PM-11:00 PM	:30	\$3,500.00	09795155	51595
Friday	10/05/12	Bold & the Beautiful	P-2	1:30 PM-2:00 PM	:30	\$650.00	09795155	51595
Saturday	10/06/12	6pm Local 12 News Sat	P-4	6:00 PM-6:30 PM	:30	\$400.00	09795155	51595
Sunday	10/07/12	630p Local 12 News Sun	P-4	6:30 PM-7:00 PM	:30	\$325.00	09795155	51595
Saturday	10/13/12	6pm Local 12 News Sat	P-4	6:00 PM-6:30 PM	:30	\$400.00	09801325	51599
Sunday	10/21/12	630p Local 12 News Sun	P-4	6:30 PM-7:00 PM	:30	\$325.00	09801326	51601
Saturday	10/20/12	6pm Local 12 News Sat	P-4	6:00 PM-6:30 PM	:30	\$400.00	09801326	51601
Tuesday	10/30/12	Bold & the Beautiful	P-1	1:30 PM-2:00 PM	:30	\$1,200.00	09801328	51616
						\$7,850.00		

MG Offer

1X Sat 12-3:30P on 11/3 @ \$3000 Univ.of Cincinnati vs. Syracuse (P2)

1X Sat 3:30-7P on 11/3 @ \$3000 SEC Football (P2)

1X Mon-Tue 5:30-6P on 11/5-11/6 @ \$1800 12News at 5:30 (P1)

68919
9653242

10/08/12	22	4
10/08/12	47	1
10/08/12	23	3
10/08/12	37	1
10/08/12	38	1
10/15/12	37	1
10/22/12	38	1
10/22/12	37	1
11/06/12	23	3

Williams, Lynda

From: Bradley, Alexandra [Alexandra.Bradley@msmtvsales.com]
Sent: Thursday, November 01, 2012 2:40 PM
To: Connell II, Jim
Cc: Williams, Lynda
Subject: RE: Obama MG Offer

Approved. Please note, anything I've approved via email can be processed on your end. I will have to catch up with paperwork later. I'm waiting for approvals from GPS and Romney

Alexandra Keller
Senior Account Executive
Millennium Sales-DC
p. (202) 955-5342
f. (202) 955-5348
alexandra.bradley@msmtvsales.com

From: Connell II, Jim [mailto:jconnell@local12.com]
Sent: Thursday, November 01, 2012 2:38 PM
To: Bradley, Alexandra
Cc: Williams, Lynda
Subject: Obama MG Offer

Hi,

See attached MG Offer for Obama for America.

Thanks!

Jim

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 68919												
Line: 1												
10/30/12	Tuesday	1:55:53 XM	:30	\$30.00	OFA-12-	430-5a News	4:30 XM-4:59 XM	OBAMA ADD TO SKED / 2264		P-4	2	MWASH-
11/05/12	Monday	1:30:36 XM	:30	\$30.00		430-5a News	4:30 XM-4:59 XM	OBAMA ADD TO SKED / 2264		P-4	1	MWASH-
											2	
Line: 2												
11/01/12	Thursday	5:20:41 AM	:30	\$500.00	OFA-12-	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA ADD TO SKED / 2264		P-2	2	MWASH-
11/02/12	Friday	5:12:59 AM	:30	\$500.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA ADD TO SKED / 2264		P-2	1	MWASH-
											2	
Line: 3												
10/30/12	Tuesday	5:39:45 AM	:30	\$500.00	OFA-12-	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA ADD TO SKED / 2264		P-2	2	MWASH-
11/05/12	Monday	5:27:43 AM	:30	\$500.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA ADD TO SKED / 2264		P-2	1	MWASH-
											2	
Line: 4												
10/30/12	Tuesday	6:44:41 AM	:30	\$1,200.00	OFA-12-	6a Good Morn Cincinna	(6:00:00 AM-7:00:00 A	OBAMA ADD TO SKED / 2264		P-1	3	MWASH-
11/02/12	Friday	6:13:12 AM	:30	\$1,200.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 A	OBAMA ADD TO SKED / 2264		P-1	1	MWASH-
11/05/12	Monday	6:43:36 AM	:30	\$1,200.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 A	OBAMA ADD TO SKED / 2264		P-1	2	MWASH-
											3	
Line: 5												
10/30/12	Tuesday	7:54:16 AM	:30	\$450.00	OFA-12-	CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED / 2264		P-2	4	MWASH-
10/31/12	Wednesday	7:58:55 AM	:30	\$450.00	OFA-12-	CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED / 2264		P-2	3	MWASH-
11/02/12	Friday	7:36:50 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED / 2264		P-2	2	MWASH-
11/05/12	Monday	7:28:56 AM	:30	\$450.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA ADD TO SKED / 2264		P-2	1	MWASH-
											4	
Line: 6												
11/03/12	Saturday	7:49:45 AM	:30	\$750.00		CBS This Morning Satu	(8:00:00 AM-10:00:00	OBAMA ADD TO SKED / 2264		P-1	1	MWASH-
											1	
Line: 7												
10/30/12	Tuesday	9:13:48 AM	:30	\$350.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA ADD TO SKED / 2264		P-2	2	MWASH-
11/01/12	Thursday	9:33:20 AM	:30	\$350.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA ADD TO SKED / 2264		P-2	1	MWASH-
											2	
Line: 8												
10/30/12	Tuesday	10:29:25 AM	:30	\$350.00	OFA-12-	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA ADD TO SKED / 2264		P-2	2	MWASH-
10/31/12	Wednesday	10:47:43 AM	:30	\$350.00	OFA-12-	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA ADD TO SKED / 2264		P-2	1	MWASH-
											2	
Line: 9												
11/05/12	Monday	12:27:11 PM	:30	\$725.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA ADD TO SKED / 2264		P-2	1	MWASH-
											1	
Line: 10												
11/02/12	Friday	1:05:36 PM	:30	\$1,600.00		4p Local 12 News at Fo	(4:00:00 PM-5:00:00 P	OBAMA ADD TO SKED / 2264		P-1	1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 68919												
Line: 10												
11/05/12	Monday	1:13:11 PM	:30	\$1,600.00		4p Local 12 News at Fo	(4:00:00 PM-5:00:00 PM)	OBAMA ADD TO SKED / 2264		P-1	2	MWASH
											2	
Line: 11												
11/01/12	Thursday	5:20:12 PM	:30	\$1,700.00	OFA-12-	5p Local 12 News at Fiv	(5:00:00 PM-5:27:00 PM)	OBAMA ADD TO SKED / 2264		P-1	1	MWASH
11/05/12	Monday	5:12:55 PM	:30	\$1,700.00		5p Local 12 News at Fiv	(5:00:00 PM-5:27:00 PM)	OBAMA ADD TO SKED / 2264		P-1	2	MWASH
											2	
Line: 12												
10/30/12	Tuesday	5:43:48 PM	:30	\$1,800.00	OFA-12-	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA ADD TO SKED / 2264		P-1	2	MWASH
10/31/12	Wednesday	5:58:08 PM	:30	\$1,800.00	OFA-12-	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA ADD TO SKED / 2264		P-1	1	MWASH
11/01/12	Thursday	5:50:48 PM	:30	\$1,800.00	OFA-12-	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA ADD TO SKED / 2264		P-1	3	MWASH
											3	
Line: 13												
11/01/12	Thursday	6:20:47 PM	:30	\$3,000.00	OFA-12-	6p Local 12 News at Six	(6:00 PM-6:30 PM)	OBAMA ADD TO SKED / 2264		P-1	2	MWASH
11/05/12	Monday	6:05:19 PM	:30	\$3,000.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	OBAMA ADD TO SKED / 2264		P-1	1	MWASH
											2	
Line: 14												
10/31/12	Wednesday	6:49:35 PM	:30	\$3,500.00	OFA-12-	CBS Evening News	(6:30 PM-7:00 PM)	OBAMA ADD TO SKED / 2264		P-1	2	MWASH
11/05/12	Monday	6:44:13 PM	:30	\$3,500.00		CBS Evening News	(6:30 PM-7:00 PM)	OBAMA ADD TO SKED / 2264		P-1	1	MWASH
											2	
Line: 15												
10/30/12	Tuesday	7:11:52 PM	:30	\$2,500.00	OFA-12-	M-F 7p-730p	(7:00 PM-7:30 PM)	OBAMA ADD TO SKED / 2264		P-1	2	MWASH
10/31/12	Wednesday	7:12:20 PM	:30	\$2,500.00	OFA-12-	M-F 7p-730p	(7:00 PM-7:30 PM)	OBAMA ADD TO SKED / 2264		P-1	3	MWASH
11/05/12	Monday	7:22:29 PM	:30	\$2,500.00		M-F 7p-730p	(7:00 PM-7:30 PM)	OBAMA ADD TO SKED / 2264		P-1	1	MWASH
											3	
Line: 16												
10/31/12	Wednesday	7:40:31 PM	:30	\$3,000.00	OFA-12-	M-F 730p-8p	(7:27 PM-8:00 PM)	OBAMA ADD TO SKED / 2264		P-1	3	MWASH
11/01/12	Thursday	7:50:44 PM	:30	\$3,000.00	OFA-12-	M-F 730p-8p	(7:27 PM-8:00 PM)	OBAMA ADD TO SKED / 2264		P-1	2	MWASH
11/05/12	Monday	7:35:59 PM	:30	\$3,000.00		M-F 730p-8p	(7:27 PM-8:00 PM)	OBAMA ADD TO SKED / 2264		P-1	1	MWASH
											3	
Line: 17												
11/03/12	Saturday	7:32:05 PM	:30	\$650.00		Sa Prime Access Rotat	(6:57 PM-7:57 PM)	OBAMA ADD TO SKED / 2264		P-2	1	MWASH
											1	
Line: 18												
10/31/12	Wednesday	11:34:16 PM	:30	\$5,000.00	OFA-12-	11p M-Su Local 12 New	(11:00 PM-11:35 PM)	OBAMA ADD TO SKED / 2264		P-1	1	MWASH
11/05/12	Monday	11:33:00 PM	:30	\$5,000.00		11p M-Su Local 12 New	(11:00 PM-11:35 PM)	OBAMA ADD TO SKED / 2264		P-1	2	MWASH
											2	
Line: 19												
11/02/12	Friday	11:59:00 PM	:30	\$1,600.00		Letterman	(11:36 PM-12:36 XM)	OBAMA ADD TO SKED / 2264		P-1	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 68919												
Line: 19												
				\$1,600.00							1	
Line: 20												
11/01/12	Thursday	2:48:35 XM	:30	\$450.00		OFA-12- Late Late Show	12:36 XM-1:36 XM	OBAMA ADD TO SKED / 2264		P-1	1	MWASH-
				\$450.00							1	
Line: 21												
10/31/12	Wednesday	3:47:29 PM	:30	\$7,500.00		OFA-12- Wed Reg 2	9:00 PM-10:00 PM	OBAMA ADD TO SKED / 2264		P-2	1	MWASH-
				\$7,500.00							1	
Line: 22												
11/02/12	Friday	2:29:00 PM	:30	\$8,500.00		Fri Reg 3	10:00 PM-11:00 PM	OBAMA ADD TO SKED / 2264		P-1	1	MWASH-
				\$8,500.00							1	
Line: 23												
11/03/12	Saturday		:30	\$3,000.00		Big East Football	12p-330p	OBAMA ADD TO SKED / 2264		P-2	1	MWASH-
				\$3,000.00							1	
Line: 24												
11/03/12	Saturday		:30	\$3,000.00		SEC Football	(3:30:00 PM-7:00:00 P	OBAMA ADD TO SKED / 2264		P-2	1	MWASH-
				\$3,000.00							1	
Line: 25												
11/05/12	Monday		:30	\$1,800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA ADD TO SKED / 2264		P-1	1	MWASH-
				\$1,800.00							1	
				\$88,335.00							46	
				\$88,335.00							46	
				\$88,335.00							46	
				\$88,335.00							46	
				\$88,335.00							46	
				\$88,335.00							46	

[Filtered by:] [Sorted by: Station]